

What is claimed is:

1. An apparatus for information providing business for providing information using a provision medium on which information from an information provider is placed, comprising:

wherein said apparatus estimates a value of the information of the information provider; and

awards a privilege to the information provider in accordance with the information value.

2. The apparatus for information providing business according to claim 1, wherein the privilege is at least a part or whole of an advertising rate of an advertisement placed in the provision medium.

3. The apparatus for information providing business according to claim 1 or 2, wherein the provision medium is transmitted through a communication medium.

4. The apparatus for information providing business according to any one of claims 1 to 3, wherein the provision medium is a web page publicized on the Internet.

5. The apparatus for information providing business according to claim 4, wherein the apparatus estimates the value of information based on the number of accesses to the web page.

6. A system for information providing business for

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providing information of an information provider to an information receiver by receiving the information of the information provider from an information provider terminal through a communication medium; publicizing the information of the information provider using a provision medium capable of being transmitted through the communication medium; and transmitting the provision medium to an information receiver terminal through the communication medium, comprising:

information value estimating means for estimating a value of the information of the information provider based on the number of times the information of the information provider is received at the information receiver terminal by way of the provision medium; and

privilege awarding means for awarding a privilege to the information provider in accordance with the information value that is estimated by the information value estimating means so as to give the privilege to the information provider if the estimated information value is relatively high.

7. The system for information providing business according to claim 6, further comprising a database for setting number of times the information of the information provider is received at the information receiver terminal by way of the provision medium,

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wherein the information value estimating means estimates the value of the information of the information provider based on the database.

8. The system for information providing business according to claim 6, wherein the privilege is prize money obtainable from the advertising rate of the advertisement placed on the provision medium and/or a communication charge refund obtainable from a part of a communication charge of the communication medium.

9. The system for information providing business according to any one of claims 6, wherein the provision medium is provided with a questionnaire column for the information receiver to write in usefulness of information, and

the information value estimating means adds the usefulness written in the questionnaire column to a value of the information of the information provider to estimate the value.

10. The system for information providing business according to any one of claims 6, wherein the information value estimating means converts the value of the information into points and calculates the points at a predetermined interval, and

the privilege awarding means awards the privilege based on the calculated points.

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11. The system for information providing business according to any one of claims 6, wherein the provision medium is a web page publicized on the Internet and number of accesses to the web page is displayed thereon.

12. A method for information providing business for providing information using a provision medium on which information of an information provider is placed, comprising the steps of:

estimating a value of the information of the information provider; and

awarding a privilege in accordance with the estimated value of the information.

13. The method for information providing business according to claim 12, wherein the privilege is at least a part or whole of an advertising rate of an advertisement placed on the provision medium.

14. The method for information providing business according to claim 12, wherein the provision medium is transmitted through a communication medium.

15. The method for information providing business according to any one of claims 12, wherein the provision medium is a web page publicized on the Internet.

16. The method for information providing business according to claim 15, wherein a value of the information is estimated based on the number of accesses to the web

page.

17. A method for information providing business for providing information of an information provider to an information receiver by receiving the information of the information provider at an information provider terminal through a communication medium, publicizing the information of the information provider using a provision medium capable of being transmitted though the communication medium, and transmitting the provision medium to an information receiver terminal though the communication medium, comprising the steps of:

estimating a value of the information of the information provider based on the number of times the information of the information provider is received at the information receiver terminal by way of the provision medium; and

awarding a privilege in accordance with the estimated information value so that the privilege is given to the information provider if the estimated information value is relatively high.

18. The method for information providing business according to claim 17, wherein the value of the information of the information provider is estimated based on a database for setting the number of times the information of the information provider is received at the information

receiver terminal.

19. The method for information providing business according to claim 17, wherein the privilege is prize money obtainable from the advertising rate of the advertisement placed on the provision medium and/or a communication charge refund obtainable from a part of a communication charge of the communication medium.

20. The method for information providing business according to any one of claims 17, wherein the provision medium is provided with a questionnaire column for the information receiver to write in usefulness of information, and

the value of the information of the information provider is estimated by adding the usefulness written in the questionnaire column.

21. The method for information providing business according to any one of claims 17, further comprising the steps of:

converting the value of the information into points and collecting the points at a predetermined interval; and
awarding the privilege based on the collected points.

22. The method for information providing business according to any one of claims 17, wherein the provision medium is a web page publicized on the Internet and the number of accesses to the web page is displayed thereon.